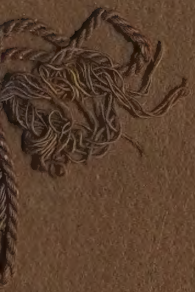


EINSON
SIGNS
NEW YORK

NEW YORK

# "EINSON" SIGNS

## SHOWCARDS AND TICKETS FOR STORES AND WINDOWS

ORIGINAL SKETCHES AND DESIGNS
PICTORIAL WINDOW ATTRACTIONS

---

EMBOSSED NOVELTY SIGNS
ADVERTISING PLACARDS IN QUANTITIES

BAS RELIEF AND STATUARY FOR ADVERTISING
EXHIBITION WORK

## 125 FULTON STREET, NEW YORK

WITH every order for not less than six of our illustrated cards, size 24" x 18" we will give free a **heavy imitation wood mounting board,** size 22" x 28". Cards can easily be fastened and changed any number of times by means of ordinary thumb tacks.

# INTRODUCTION

E issue this booklet to introduce our work, designs, and methods of doing business. It is the expression of the result of experience—honest labor and careful management. The illustrations give a fairly good idea of our products, but do not indicate the variety and multitude of the designs we issue.

*A new idea is born every day.*

Our prices are moderate equivalents for the intrinsic value of our products.

We do not charge for our ideas. They are free to our patrons.

If the illustrations in the catalog do not cover your particular ideas or demands, write to us, or better, send your order. We are confident that we can interpret same correctly and execute it to your entire satisfaction. If you find goods not up to your expectations, return them at our expense. What better guarantee do you want?

We want to treat your mail orders as though each and every one was a personal trust, an expression of confidence that must be reflected in the goods delivered.

We strive for *"Excelsiorism"* in showcards. We believe that *"all nature is on the side of the man who tries to rise,"* if he gives best work at a minimum profit, and is always ready to put his whole heart and soul into every detail of his work.

*Good mechanics, like artists, prefer merit in their work to profit.*

Many people are foolish enough to think they give too much for the

money, and there are some who cannot see beyond the reach of their hands or look ahead more than a day.

We don't mean to boast, but we have tried to avoid that sort of blindness.

Life, with us, is not so much a matter of taking all we can get and giving as little as possible; it is a matter of giving all we can and believing we shall get back enough on which to go along.

And we are not unpractical, either—the more we give, the more we get.

We started a few years ago, not as experimenters or novices in the showcard business. We had a great deal of experience, some money and a few friends. We had a very clear vision of the *showcards* that would be eagerly sought—*by intelligent people*. We have succeeded so far, but we have only started.

Success is relative, and, so long as this country continues to develop and its people grow in intelligence, there is always the bigger opportunity for us to make a bigger success.

We do not lose sight of the fact that public confidence is all that makes business possible. We exist only by establishing and maintaining public esteem, and we have proved the asset value of this tangible, yet very real, property.

We do not forget that we have to draw up balance-sheets as in any other business, and that assets are not always and exclusively cash money, plant, goods, and fixtures.

*Public confidence is nothing more or less than reputation, the best asset any business can have.*

We want every reader of this booklet to feel that we honestly believe that we put the interest of our patrons before our own, and know that they can believe every statement printed therein, *from cover to cover.*

Our motto—*"We will not offer or sell others what we will not buy ourselves"* will govern the execution of every order.

You will always find us working for the esteem of the intelligent public and trying hard to deserve it.

No. 100. *One of our witty cards. We have hundreds of other catchy designs. New ones added from week to week.*
Size, 24" x 18", exactly as above cut, $1.25
Same card with lettering in black, 50c.

No. 101. *Attractive card.* illustration airbrushed in natural colors. Upper letters shaded any color you desire. The extremely low prices of these cards have been made possible by the large quantity we sell.
Size, 24" x 18", exactly as above cut, 85c.
Same card with lettering in black, 50c.

*All our tickets are made of the highest grade of heavy cardstock.*

No. 102. Same as illustration shaded in any airbursh color. Shading of the word "wisdom" in any color.

Size, 24" x 18", exactly as above cut, 75c.
Same card with lettering in black, 50c.

No. 103. Airbrush shading in any color. The true value of these cards can only be appreciated by seeing the original.

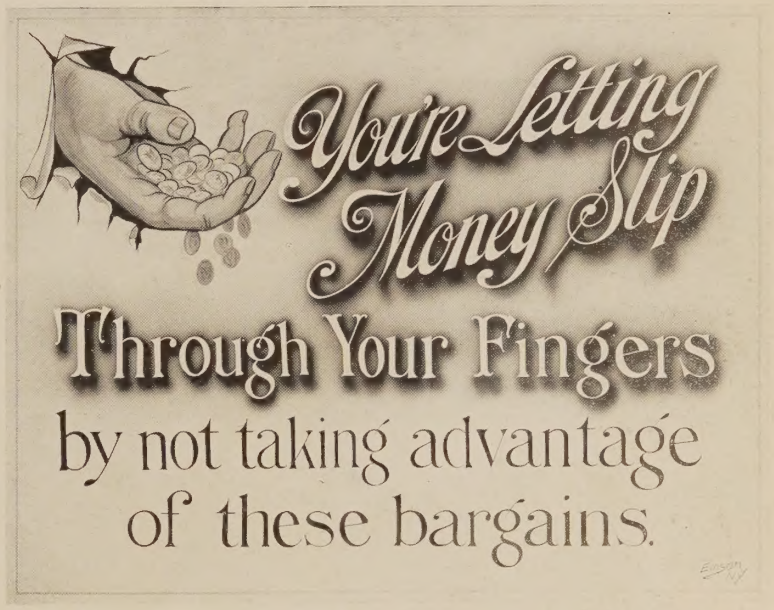
Size, 24" x 18", exactly as above cut, 85c.
Same card with lettering in black, 50c.

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*

No. 104. Illustration airbrushed in natural colors. The words "No Hold Up" in gold letters, black outline. The rest of the lettering in black. *This card is sure to attract attention.*

Size, 24″ x 18″, exactly as above cut 75c.

Same card with lettering in black, 50c.

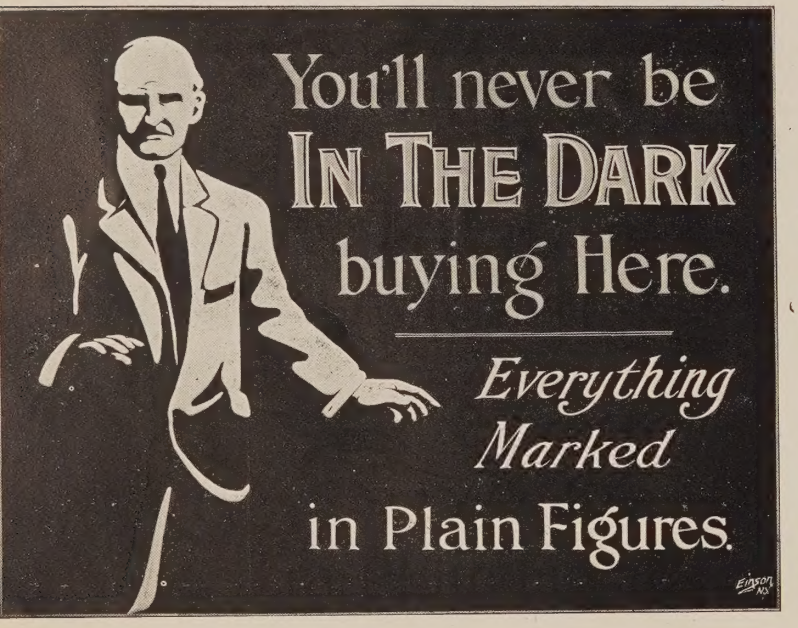



No. 105. Illustration in airbrush colors. The three top lines shaded any color. *The most appealing card.* The engraver's art has not reached the standard by which you can judge these cards at their true value, as these are merely reproductions of the original.

Size, 24″ x 18″, exactly as above cut, 85c.

Same card with lettering in black, 50c.

*We have built up our business by giving personal attention to every detail and make "On-the-moment-deliveries."*




No. 106. Exactly as illustration. Black background, lettering in white and gray. *A card of power, character and true artistic merit.*

Size, 24″ x 18″, exactly as above cut, 60c.
Same card with lettering in white, 50c.

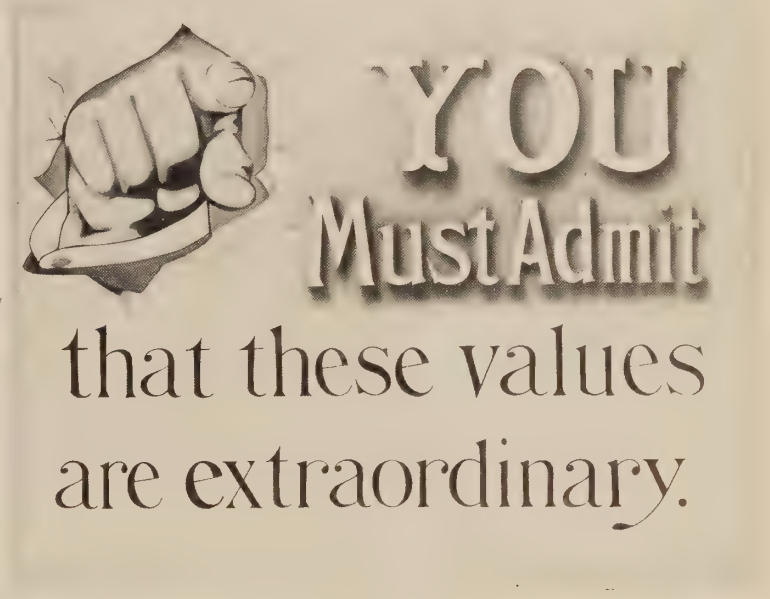
No. 107. *The Prize Winner.* Figures airbrushed in natural colors. Lettering shaded in any color. A specimen of beauty and a decoration for the most up-to-date window dress.

Size 24″ x 18″, exactly as above cut, $1.00
Same card with lettering in black, 60c.

*All our tickets are made of the highest grade of heavy cardstock.*

No. 108. Illustration airbrushed in natural colors. The words "Mere Talk" airbrush shaded in any colors you desire. *The card that speaks for itself.*

Size, 24″ x 18″, exactly as above cut, 75c.
Same card with lettering in black, 50c.

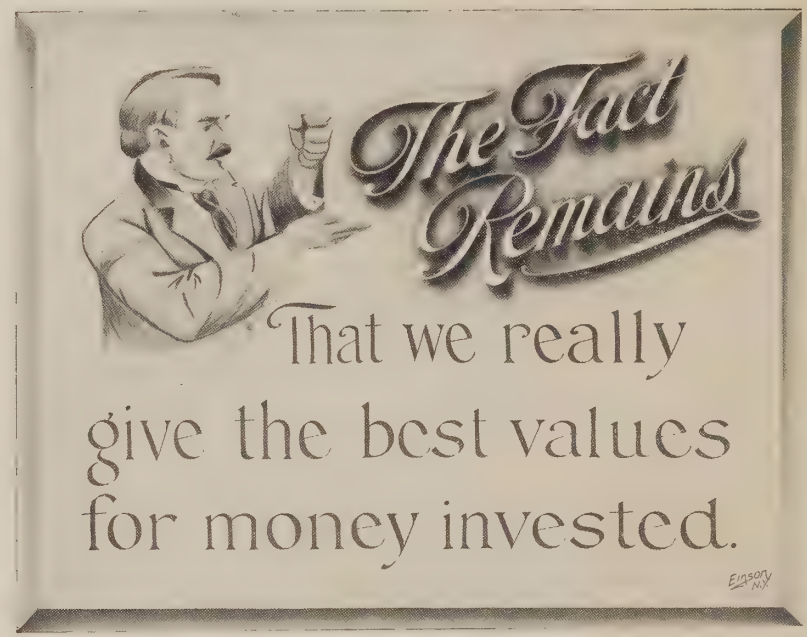



No. 109 Airbrush shading in natural colors. Upper lettering airbrush shaded in any color. *A pointer from us.* It is only after years of show-card manufacturing that we are able to offer cards of this nature at the prices we quote.

Size, 24″ x 18″, exactly as above cut, 75c.
Same card with lettering in black, 50c.

No. 110. Illustration airbrushed in natural colors. Upper letters airbrush tinted. *This card is suitable for any business at any season.*

Size, 24″ x 18″, exactly as above cut, 60c.
Same card with lettering in black, 50c.




No. 111. Illustration airbrushed in natural colors. Upper letters airbrush tinted. Try hard as we could, we could not improve on the designs of these cards, nor on the price.

Size, 24″ x 18″ exactly as above cut, 75c.
Same card with lettering in black, 50c.

*One example is worth a thousand arguments—One order will convince you.*

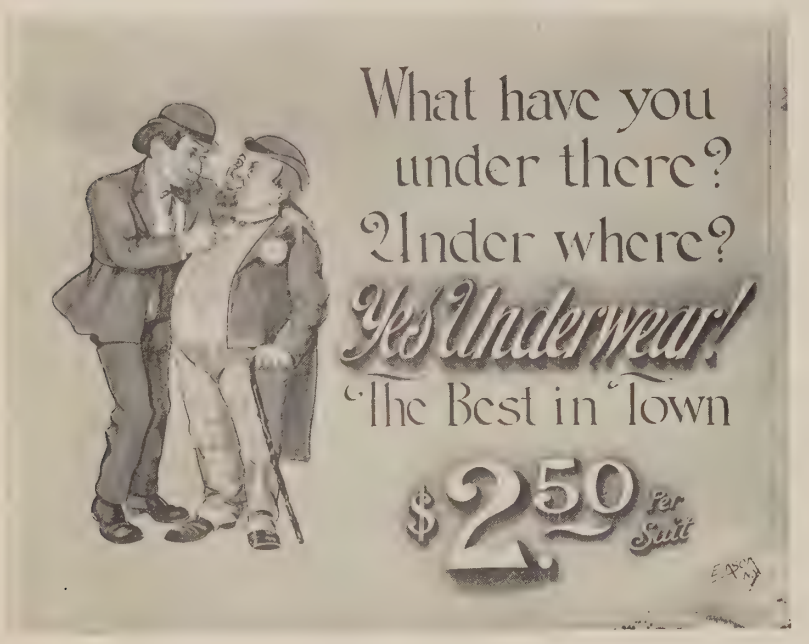
No. 112 Lettering airbrush shaded in natural colors. Upper lettering air-brush tinted any color you desire. *A humorous card* which will make many friends of your patrons.

Size, 24″ x 18″, exactly as above cut, 75c.
Same card with lettering in black, 50c.

No. 113. Illustration airbrushed in natural colors. Upper lettering airbrushed any tint. *Designed to attract attention* to your windows, and we can assure you that it will fulfill its duty.

Size, 24″ x 18″, exactly as above cut, 85c.
Same card with lettering in black, 50c.

*All our tickets are made of the highest grade of heavy cardstock.*




No. 114. Illustration airbrushed in natural colors. Letters airbrush shaded any color desired. Price of Underwear changed to whatever price you desire.

Size, 24″ x 18″, exactly as above cut, 85c.
Same card with lettering in black, 50c.

No. 115. Illustration airbrushed in natural colors. Upper letters airbrush any color desired. *A clever conception of humor* in show cards. Cannot afford to be missed by all who seek to gain the good nature of their customers.

Size, 24″ x 18″, exactly as above cut, 85c.
Same card with lettering in black, 50c.

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*

No. 116 *An ideal Spring design, artistically executed.*

Size, 22″ x 28″, Lettered same as cut, or your own wording, $1.75
Blank ..... $1.00

No. 117. A card with fancy cut mat. Any conceivable color combination. The floral corner design is a beautiful litho. in ten colors. *A handsome card suitable for any window.*

Size, 22″ x 28″. Lettered same as cut or your own wording, $1.60.
Blank ..... $1.00

No. 118. *Just as "catchy" as the illustration.* A dainty bit of pun, sufficiently spiced to make it temptingly appetizing.

Size, 22" x 28" Lettered same as cut or your own wording, $1.25
Blank ..... 50c.

No. 119. *A "beauty card"* that will never pass unnoticed. Design of a girl. Litho. in ten colors—life-like—captivating.
Size, 22" x 28". Lettered same as cut or your own wording, $1.50
Blank ..... 75c.

*We have built up our business by giving personal attention to every detail and make "On-the-moment-deliveries."*

No. 120. *"The little drummer boy."* A litho. picture in fifteen colors. This card is its own best advocate. It needs "no drumming.

Size, 22" x 28". Lettered same as cut or your own wording..$1.50

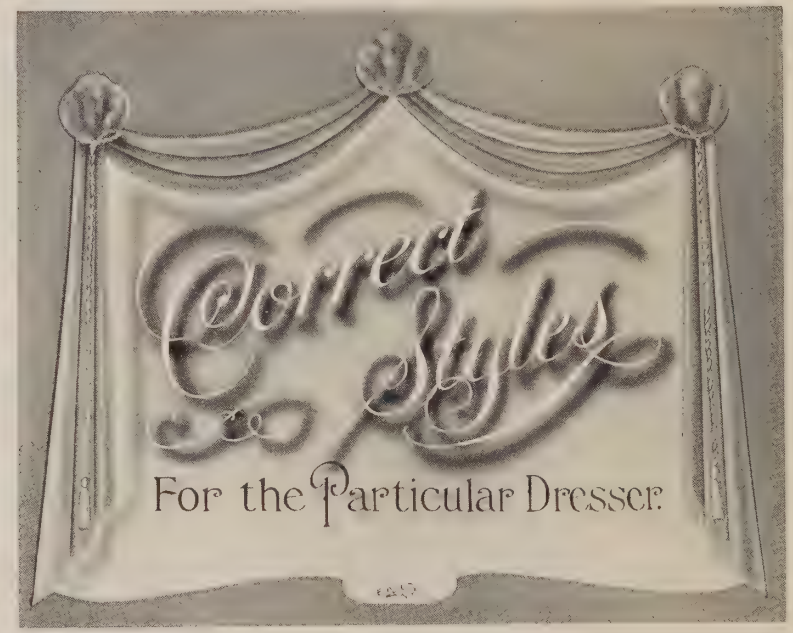
Blank ..'..'..... 50c.

No. 121 . There's "lots of things" missing on the man, but the card is a *"perfect window attraction."*

Size, 22' x 28., exactly as cut above.....$1.50

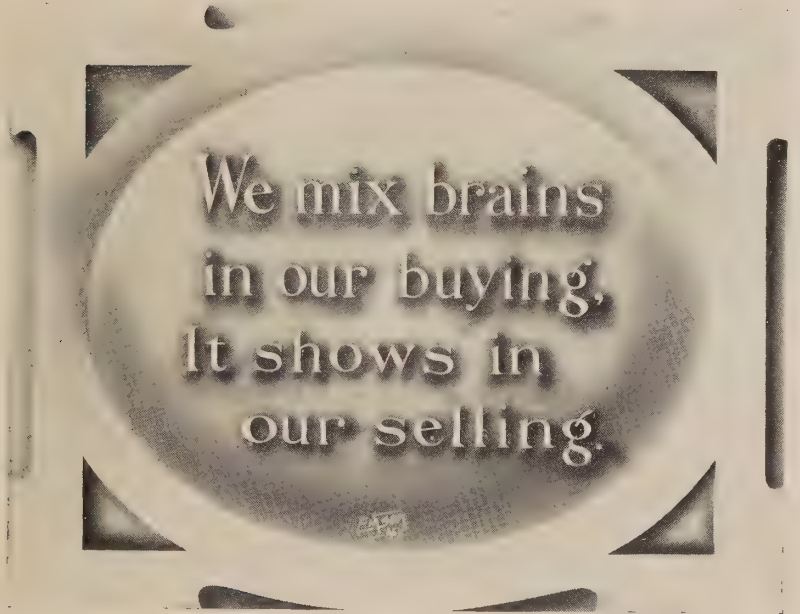
*All our tickets are made of the highest grade of heavy cardstock.*

No. 122. *A clever card of artistic merit.* Design of woman's head in bas relief, decorated in gold or any desirable tint.
Size, 22″ x 28″, on wood frame.
Lettered as per cut or your own wording.....$1.50
Blank ..... 75c.



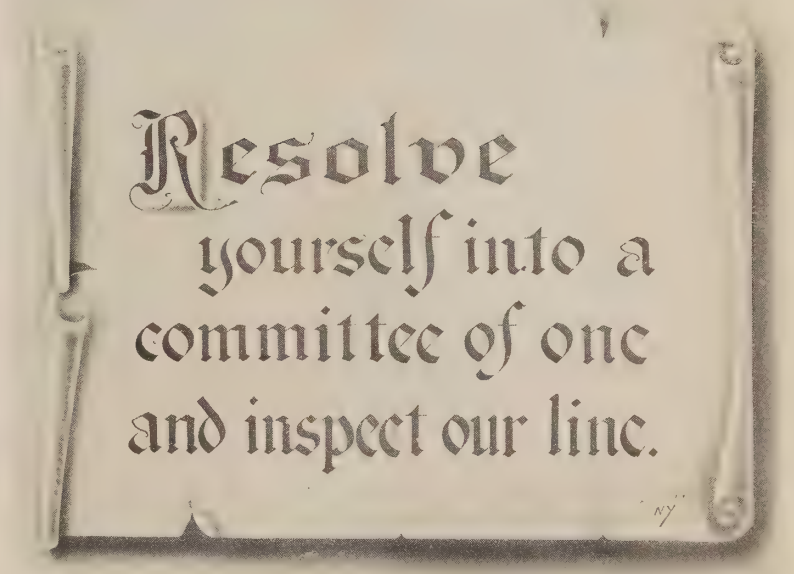

No. 123. An escutcheon design. Draperies represent an artistic conception of real plush, and can be had in any color combination desired.
Size, 22″ x 28″. Lettered as per cut or your own wording, $1.50
Blank .....75c.

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*




No. 124. A white card with Airbrush shade effect in any color. Is a *practical window card*, as well as a store sign. Can be put on top of fixtures, mirrors, etc.

Size, 22″ x 28″, with lettering as cut or your own wording,.. $1.50
Blank ..... 60c.



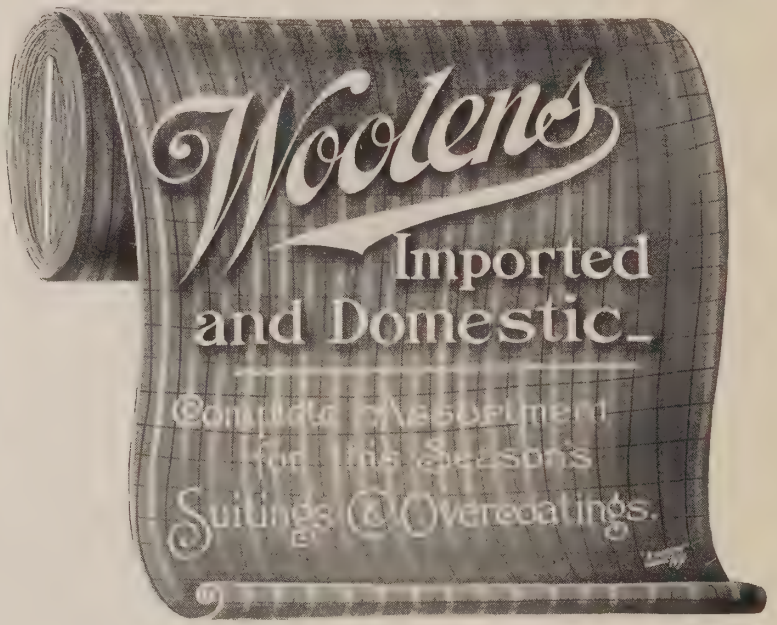

No. 125. A clever design representing an old-fashioned parchment document. Can be used same as card No. 124.

Size, 22″ x 28″ lettered same as cut or your own wording,.. $1.25
Blank ..... 60c.

No. 126 Beautiful cut out mat effect. Small cameo picture on lower part of design. *A high grade card throughout.*

Size, 22″x 28″ lettered same as cut or your own wording, ....$1.75

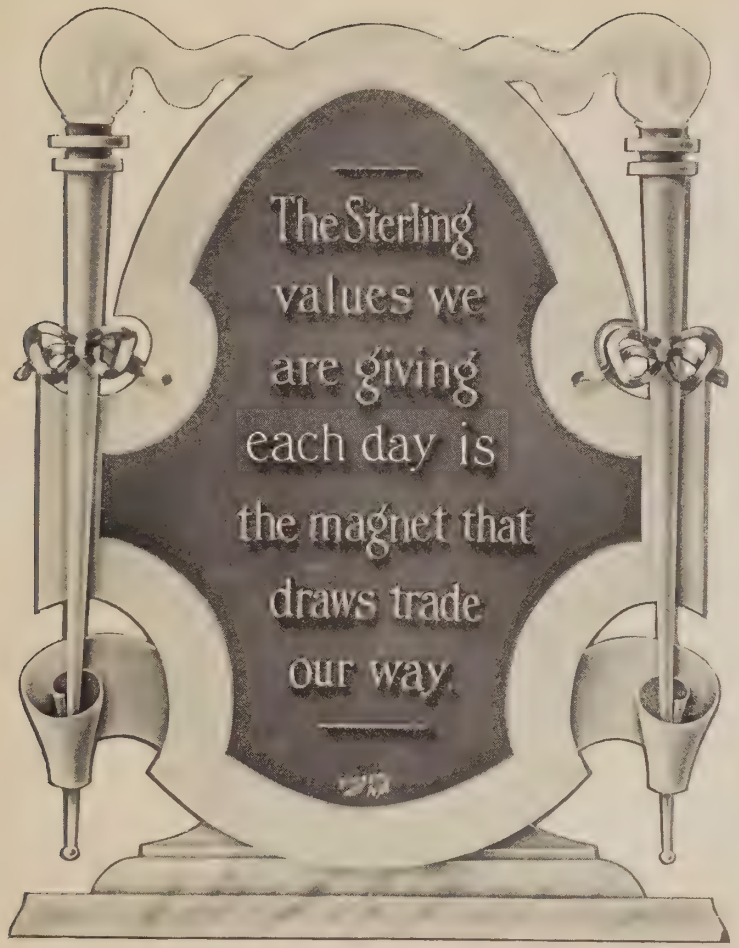
Blank ..... $1.00




No. 127 A perfect conception of a roll of woolens. Hand-painted airbrush design. It will prove a great attraction for any merchant tailor's window.

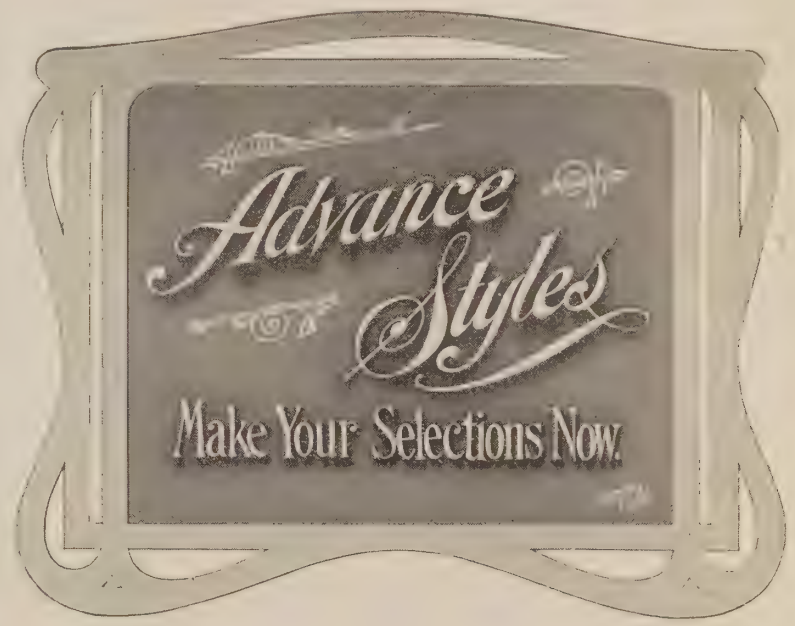
Size, 22″ x 28″, lettered as per cut or your own inscription,....$1.50

Blank ..... 75c.




No. 128 A very elaborate decorated mat design. Made of extra heavy stock. The base is finished in imitation marble or onyx. *A splendid easel card.* Can be had in any combination of colors.

Size, 22″ x 28″, lettered the same as cut or your own wording $2.00
Blank ..... $1.25




No. 129 A modified *art noveaux mat* with open effects. Can be had in any combination of colors.

Size, 22″ x 28″, lettered as per cut or your own wording.....$1.75
Blank ..... $1.00

No. 130. *One of our many novelty cards* that has attracted such wide attention. Executed in natural colors. Openings cut out giving it a natural transparent effect.

Size, 24″ x 18″, lettered as per cut only.....$1.00

---

*May this little booklet recruit many more in the ranks of our customers. We assure them our heartiest co-operation and prompt service.*

*While the illustrations present a fair idea of designs and styles, they, in no measure, give you the proper conception of the executed cards, with all their artistic colorings and shades.*

---

No. 131 Fancy cut out imitation wood background. Tinsel relief lettering.

Size, 14" x 22", lettered ..... 75c.

Blank ..... 40c.

No. 132 Fancy cut out card, gilt beveled, with a shadow script design in any desirable color. Relief tinsel lettering.

Size, 14" x 22", lettered ..... 55c.

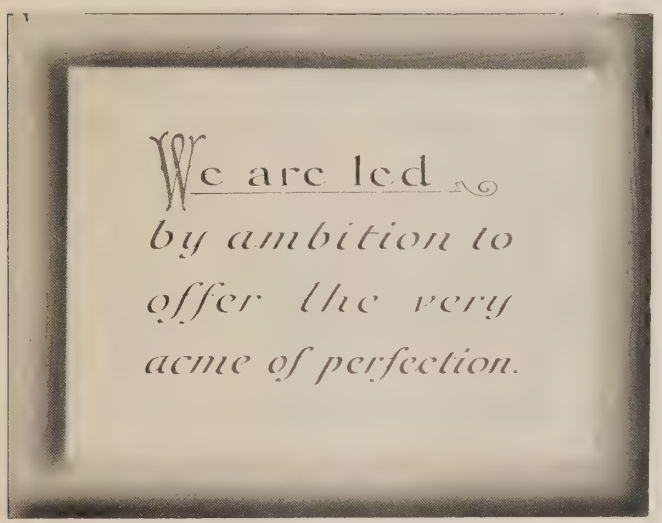
Blank ..... 25c.

*All our tickets are made of the highest grade of heavy cardstock.*

No. 133 One of our many embossed floral designs tinted in natural colors. Lettering in relief tinsel and black.
Size, 14" x 22", lettered ..... 55c.
Blank ..... 25c.

No. 134 White card with shadowscript design in any desirable color. Tinsel relief lettering.
Size 14" x 22", lettered ..... 50c.
Blank ..... 20c.

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*




No. 135 White card with high embossed imitation wood border, shaded any desirable color. Initial of each card in red or gold. With selection of mottoes Nos. 13 to 24, on page 37

Size, 11″ x 14″, lettered complete, 15c. each; $1.50 per dozen

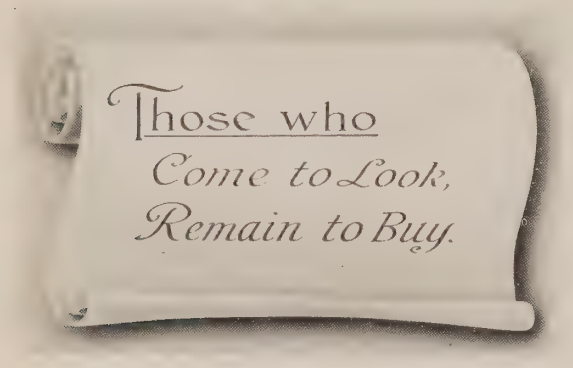
Blank, .....7½c. each; 75c. per dozen

No. 130 Fancy cut out gilt beveled card. Shadowscript design in any desirable color. Relief tinsel lettering.

Size, 11″ x 14″, lettered.....35c

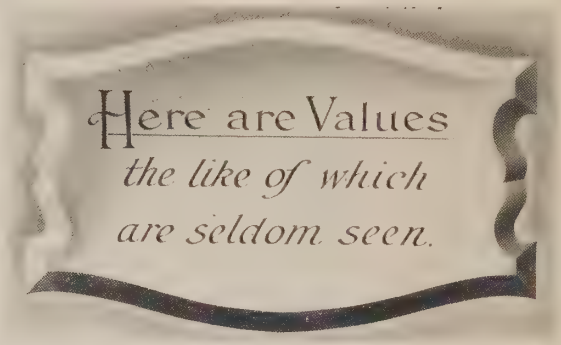
Blank..... 15c. each

*We have built up our business by giving personal attention to every detail and make "On-the-moment-deliveries."*




No. 137 A handsome airbrush design, in black and gray shading. First initial in red or gold. With mottoes Nos. 1 to 12, as per list on page 37.

Size, 7" x 11", lettered complete, 10c. each; $1.00 per dozen
Blank .....4c. each; 35c. per dozen



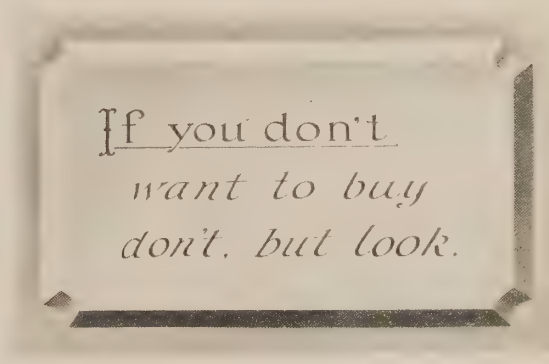

No. 138 A new airbrush design in black and gray shading. First initial in red or gold. With mottoes Nos 1, to 12, as per list on page 37.

Size, 7" x 11", lettered complete..... 10c. each; $1.00 per dozen
Blank,..... ..... ....4c. each; 35c. per dozen

*All our tickets are made of the highest grade of heavy cardstock.*

No. 139 One of our standard airbrush designs, in black and gray shading. First initial in red or gold. With mottoes Nos. 1 to 12, as per list on page 37.

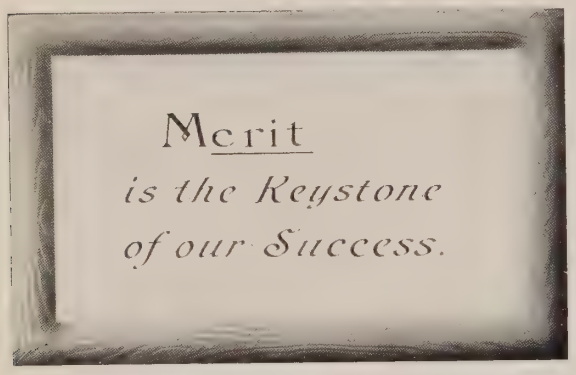
Size, 7″ x 11″, lettered, complete, 10c. each; $1.00 per dozen
Blank .....4c. each; 35c. per dozen




No. 140 Our metal plate airbrush design, in black and gray shading first initial in red or gold. With mottoes Nos. 1 to 12, as per list on page 37.

Size, 7″ x 11″, lettered, complete, 10c. each; $1.00 per dozen
Blank, .....4c. each; 35c. per dozen

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*




No. 141 White card with highly embossed imitation wood border, shaded any desirable color. Initial of each card in red or gold. With selection of mottoes Nos. 1 to 12, on page 37.

Size 7" x 11", lettered, complete, 10c. each; $1.00 per dozen

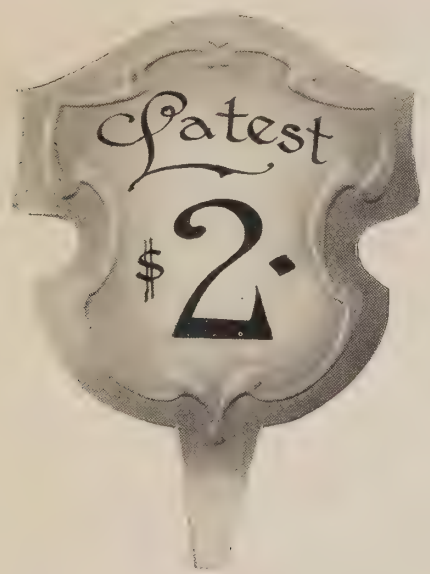
Blank..... ..... ..... 4c. each; 35c. per dozen

No. 142 A new embossed hat or shoe ticket. Size exactly same as cut. Tinted any desirable color.

Lettered..... ..... ..... $3.50 per hundred

Blank ..... ..... .....$1.25 per hundred

*One example is worth a thousand arguments—One order will convince you.*



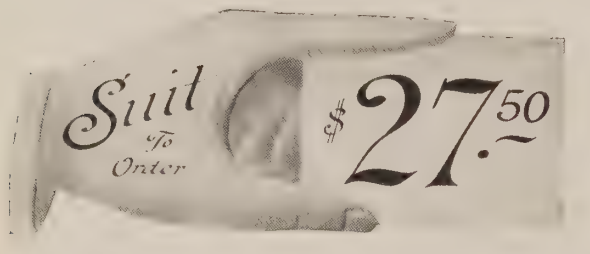

No. 143 Another embossed hat or show ticket. Size same as cut. Shaded any desirable color.

Lettered .....$3.50 per hundred
Blank .....$1.25 per hundred

No. 144. A new scroll ticket. Cut out design, highly embossed, shaded any desirable color.

Size, 3½" x 5½", lettered.....$5.00 per hundred
Blank.....$1.75 per hundred

*All our tickets are made of the highest grade of heavy cardstock.*




No. 145 The new attractive hand ticket, highly embossed. Hand airbrush shaded in flesh tint.

Size, 3½" x 5½", lettered, .....$5.00 per hundred
Blank.....$2.00 per hundred

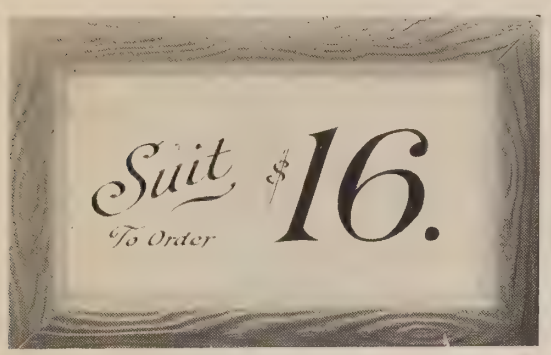
Same ticket in size exactly as above cut. Will make an excellent hat or shoe ticket.

Lettered .....$3.50 per hundred
Blank .....$1.50 per hundred

No. 146 An embossed ticket with airbrush shading in any desirable color.

Size, 3½" x 5½", lettered, gold bevel.....$5.00 per hundred
Blank gold bevel .....$1.50 per hundred
Blank, straight cut.....$1.25 per hundred

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*




147 Wood bordered

No. ~~148~~ Our ~~floral ticket. Highly~~ embossed ~~floral~~ designs tinted in natural colors.

Size, 3½" x 5½", lettered, gold bevel.....$5.00 per hundred
Blank, gold bevel.....$1.50 per hundred
Blank, straight cut.....$1.25 per hundred

The same ticket can be had in the following sizes:

5" x 7", Blank, gold bevel.....$2.50 per hundred
5" x 7" Blank, straight cut edges.....$2.00 per hundred
2½" x 4½", lettered, gold bevel.....$4.00 per hundred
2½" x 4½", Blank, gold bevel.....$1.25 per hundred
2½" x 4½", Blank, straight cut edge.....$1.00 per hundred

No. 148 Our floral ticket. Highly embossed floral designs tinted in natural colors.

Lettered, size 3½" x 5½".....$4.50 per hundred
3½" x 5½" Blank, straight cut edges.....$1.25 per hundred

No. 149 Embossed ticket with airbrush shading in any desirable color.

Size, 3½" x 5½", lettered, gold bevel.....$5.00 per hundred
Blank, gold bevel.....$1.50 per hundred
Blank, straight cut edges.....$1.25 per hundred

No. 150 Embossed ticket with airbrush shading in any desirable color.

Size 3½" x 5½", lettered, straight cut edges....$4.75 per hundred
Blank, straight cut edges.....$1.25 per hundred

*We have built up our business by giving personal attention to every detail and make "On-the-moment-deliveries."*

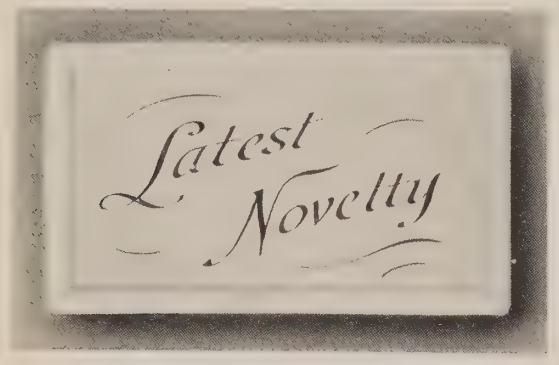
No. 151 Embossed girl's head, cameo effect. On gold background With any desirable tint of side shading.

Lettered, gold bevel .....$5.00 per hundred
Blank, gold bevel.....$1.50 per hundred
Blank, straight cut edges.....$1.25 per hundred

No. 152 Embossed card with any desirable color shading. With any monogram in wreath.

Size, 3½" x 5½", lettered, gold bevel.....$5.00 per hundred
Blank, gold bevel.....$1.50 per hundred
Blank, straight cut edges.....$1.25 per hundred

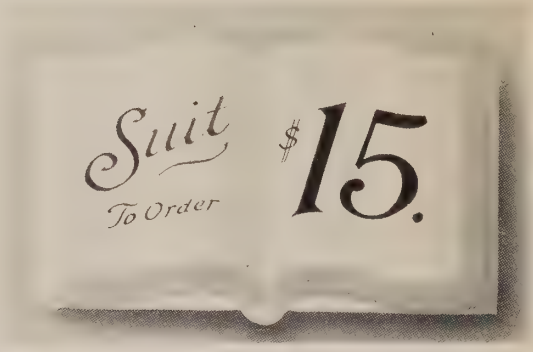
*All our tickets are made of the highest grade of heavy cardstock.*




No. 153 Embossed card with any desirable color shading.

Size, 3½" x 5½", lettered, straight cut edge....$4.50 per hundred

Blank, straight cut edges.....$1.25 per hundred

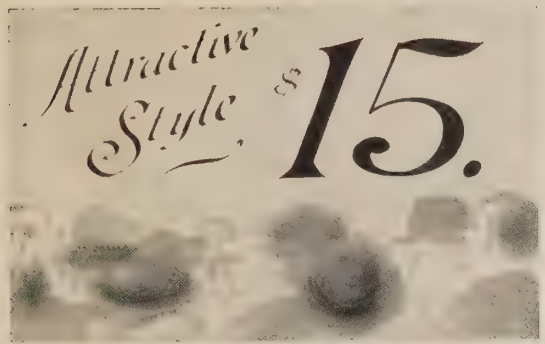



No. 154 Embossed book design shaded in any desirable color.

Size, 3½" x 5½", lettered, straight cut edges....$4.50 per hundred

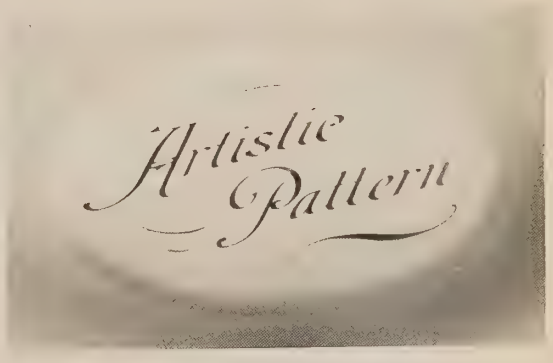
Blank, straight cut edges.....$1.25 per hundred

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*




No. 155 They will all look at your prices when you use these tickets. Figures tinted in natural colors.

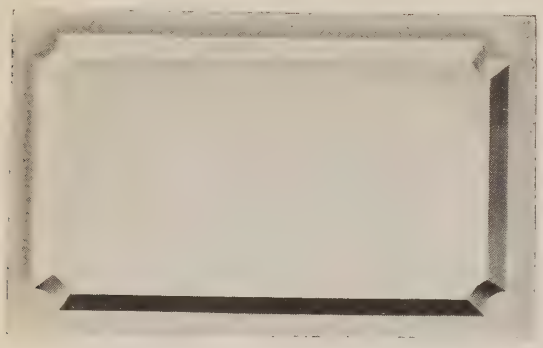
Size, 3½" x 5½" lettered, gold bevel.....$5.00 per hundred
Blank, gold bevel.....$2.00 per hundred



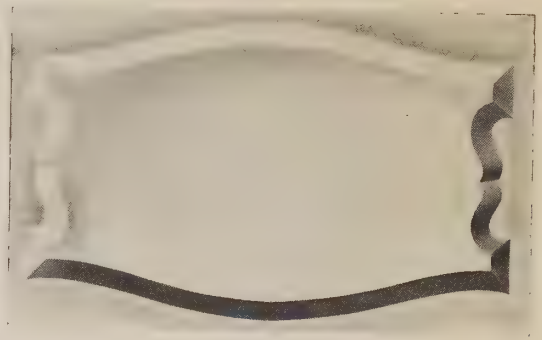

No. 156 The center oval on this card is highly embossed and raised from the background. Background is tinted in any desirable color.

Size, 3½" x 5½", lettered, straight cut edges....$4.50 per hundred
Blank, straight cut edges.....$1.25 per hundred

*We have built up our business by giving personal attention to every detail and make "On-the-moment-deliveries."*



157



158

Nos. 157 and 158 Airbrushed cards, gray and black shading only.

| | |
|---|---|
| Size 3½" x 5½", lettered, gold bevel | $4.50 per hundred |
| Blank, gold bevel | $1.25 per hundred |
| Blank, straight cut edges | $1.00 per hundred |
| Same ticket in size 3¼" x 2¼", let'r'd, gold bevel | $3.50 per hundred |
| Blank, gold bevel | 75c. per hundred |
| Blank, straight cut edges | 50c. per hundred |

*One example is worth a thousand arguments—One order will convince you.*

159

160

Nos. 159 and 160 Airbrushed cards, gray and black shading only.

| | |
|---|---|
| Size 3½" x 5½"„ lettered, gold bevel | $4.50 per hundred |
| Blank, gold bevel | $1.25 per hundred |
| Blank, straight cut edges | $1.00 per hundred |
| Same ticket in size 3¼ x 2¼, lettered, gold bevel | $3.50 per hundred |
| Blank, gold bevel | 75c. per hundred |
| Blank, straight cut edges | 50c. per hundred |

*We supplement our line by continuously adding new designs, which at your request, we will select for you at our best discretion.*

No. 161 One of our beautiful new art mat designs.
*Any color combinations.*
Size 22″ x 28″. lettered as per cut or your own wording,....$1.75
Blank..... $1.00

*One example is worth a thousand arguments—One order will convince you.*

# LIST OF STOCK MOTTOES

**For Cards, Size 7 x11, in Designs Nos. 137-138-139-140-141.**

(1) We Suit you according to your own ideas.

(2) The Sterling Values we offer each day is the magnet that draws trade our way.

(3) Exclusive Designs and Patterns that are Strictly New.

(4) Plentiful Assortment to make buying a Pleasure

(5) Merit is the Keystone of our Success.

(6) Because these Values Call Patrons will follow.

(7) If you don't want to buy, don't, but look.

(8) You can't find fault with the Style, the price does its own talking.

(9) Here are Values the like of which are seldom seen

(10) Our Low Prices and Honest Straightforward Methods are attractive.

(11) Reputable Merchandise the only kind We Offer

(12) Those who Come to Look, Remain to Buy.

**For Card, Size 11 x 14 in. design No. 135 only.**

(13) A Simple Request, Look at Our Windows.

(14) Our Prices are in harmony with Good Quality.

(15) Models of Good Taste and Correct to the Smallest Detail.

(16) We are led by ambition to offer the very acme of Perfection.

(17) There is a bond of Sympathy between Our Prices and your purse.

(18) Styles Correct, Quality Good, Prices Low, Satisfaction Certain.

(19) Comparison throws in bold relief Our Offerings.

(20) This Store is the Home of Satisfaction.

(21) A Fair Inspection, and honest judgment is all we ask.

(22) Our Platform: Keeping Values Up and Prices Down.

(23) Temporary Trade is not our aim. Tis Lasting Success.

(24) Our Motto: The Best for the Least Money.

Our Department for the Manufacture of **Advertising Cards**, for **Promiscuous Distribution,** has unrivalled, up-to-date facilities to produce **Printed, Embossed** or **Lithographed Signs** in large quantities.

All work, from designing to the finishing of the cards, is done under our own personal supervision. We guarantee absolute satisfaction.

We solicit your correspondence.

"EINSON" SIGNS.

Please do not cut catalog. Use enclosed order slip, stating number and price also color of card and shading.

To avoid errors and delay, write your copy distinctly and plainly.

All goods shipped F.O.B. New York.

Terms Net Cash.

**"EINSON" Signs,**
**125 Fulton St., New York.**

*We invite your orders, large and small, and are confident that the first will lead to a constant business with you—each one convincing you more and more of the attractiveness of our cards and of their value as an inexpensive but forceful advertising medium.*

*Any order, large or small, will find prompt and careful execution and immediate delivery.*

LIBRARY